

## **NETONCOURSE<sup>SM</sup> ANNOUNCES THE NEXT GENERATION OF ONLINE MARKET RESEARCH**

*NetOnCourse's innovative market research technology streamlines the market research process. Go from rich consumer insight to confident market research decisions, in real time.*

TENAFLY, NJ – March 10, 2003 – NetOnCourse, Inc. announces the availability of Dynamic Survey<sup>SM</sup>, the next generation of online market research that enables marketers to get the What and Why behind consumer attitudes in a single solution.

Traditionally marketers and market researchers were forced to rely on qualitative techniques such as focus groups to get deep insights and quantitative techniques such as surveys to statistically test these insights. This forces a minimum of a two phase process that can be costly and time consuming and can also require multiple cycles to get the right results. In addition, these techniques have their own limitations. Focus groups can suffer from group bias and dominant personalities, while survey results often generate even more questions which would then have to be followed up in another study.

The first generation of internet solutions have provided some cost and speed benefits by conducting online versions of surveys and focus groups. They have not, however, brought any new capabilities, methods or dynamics which improve the quality of the insights or aid in the speed of decision making.

NetOnCourse has created the second generation of online marketing research that goes beyond internet automation and truly brings a new way of communicating with consumers that combine the best of qualitative and quantitative research in a single solution.

In a NetOnCourse Dynamic Survey<sup>SM</sup> study, the entire decision making team of a client organization can engage in a live web conversation with a large sample of consumers from around the country where they can get the honest, unbiased verbatim responses of up to 100+ respondents from around the country. The hybrid qual-quant capability of the solution also allows you to converge these responses and test them in real time. This unique blending of techniques allows clients to easily probe to both understand and quantify what drives customer behavior. The result is an opportunity to collect superior qualitative insights from a larger and more reliable national sample.

*"Our second-generation online research solution has created a capability to have an active conversation with up to 100+ people at once," said Sang Kim VP of Marketing and Product Management at NetOnCourse<sup>SM</sup>, "this is not something you can do online or offline today. On this platform, we have built a business solution that both generates an incredible amount of rich, honest feedback, and tests them in a single step."*

*"One of the keys to our success is the partnership we have with key clients such as General Mills, Unilever and Procter & Gamble," said Alon Natanson, President and CEO of NetOnCourse<sup>SM</sup>. "Not only are they the most sophisticated users of marketing research, but they are also the most demanding. Their adoption and direction help insure we are delivering the highest quality solution into the marketplace."*

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About NetOnCourse, Inc: NetOnCourse Inc., founded in 1999, is the creator of a revolutionary new marketing research solution that combines qualitative and quantitative methods in a single, real time solution. NetOnCourse<sup>SM</sup> is focused on continuing to drive innovation in the marketplace that enables faster, interactive, collaborative decision making from rich consumer insight. NetOnCourse<sup>SM</sup> is a key player in the market research industry, driving transformation from traditional research methods to real time, on-line solutions. Unlike existing marketing research technologies that are based on chat rooms, bulletin boards or asynchronous surveys, with NetOnCourse's unique technology, both qualitative and quantitative market research studies can be combined in one, on-line, real-time session. This enables faster more confident market research decisions. Additional information about NetOnCourse, Inc. is available on the company website at <http://www.netoncourse.com/> or you can call us at 201 227 9555.

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